



City of Gaithersburg's

SummerFest

Lawn Party and Fireworks

**Saturday, July 1, 2017
5:00 p.m. to 11:30 p.m.**

**Bohrer Park at Summit Hall Farm
506 S. Frederick Avenue, Gaithersburg, MD**

SPONSOR

INFORMATION PACKET

SPONSOR CONTACT INFORMATION:
Jenni Opel– jenni.opel@gaithersburgmd.gov; 240-801-5210



City of Gaithersburg's **SummerFest** **Sponsor Opportunities**

OLD GLORY SPONSOR - \$5,000+

- Company logo to appear on event advertising banners, all marketing materials, print advertisements, webpage (w/click-thru), mobile app and program
- Mention in event press releases, broadcast advertisements, and stage announcements
- Pop-up ad on Festival's mobile app
- Dedicated post on the event Facebook page
- Special parking privileges
- Booth space in a prime location for the distribution of promotional materials or display of products (includes: 10'x20' canopy, 6' table and two chairs and space for a marketing vehicle)

LADY LIBERTY SPONSOR - \$3,000

- Company logo to appear on all event marketing materials, select print ads, webpage (w/click-thru), mobile app and program
- Mention in stage announcements
- Special parking privileges
- Booth space in a prime location for the distribution of promotional materials or display of products (Sponsor's Choice: 10'x20' canopy, two 6' table and four chairs OR 10'x10' canopy, 6' table and two chairs, and space for a marketing vehicle)

STAR SPANGLED SPONSOR - \$2,000

- Company logo to appear on select event marketing postcards, webpage (w/click-thru), mobile app and program
- Special parking privileges
- Booth space in a prime location for the distribution of promotional materials or display of products (includes: 10'x10' canopy, 6' table and two chairs)

UNCLE SAM SPONSOR - \$1,000

- Company logo to appear on event webpage (with click-thru), mobile app and program
- Special parking privileges
- Booth space for the distribution of promotional materials or display of products (includes: 10'x10' canopy, 6' table and two chairs)

FIRECRACKER SPONSOR - \$500

- Company Name listed on event webpage
- Company logo appears on the Festival's mobile app
- Booth space for the distribution of promotional materials or display of products (includes: 10'x10' canopy, 6' table and two chairs)

SummerFest

Sponsor Information Form

Please send in this portion (pgs. 3-4) with payment

Please be sure to include signature and payment page when submitting your application.

Sponsor Name (as you would like it listed on event materials):

Contact Person: _____ **E-mail:** _____

Full Business Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone #: _____ **Day-of-Festival Cell #:** _____

Website URL: _____

I certify that I have read and fully understand the *SummerFest* Sponsor Fact Sheet and that the information contained in this application is true, and I will personally be responsible for ensuring that the space plan for *SummerFest* will be carried out in conformance with this application.

I further understand that if I intend to sell goods at the festival, **I will be required to charge 6% sales tax and I will be assigned a temporary Maryland State Tax ID# by the MD State Comptroller's Office**

I certify that I have read, or have been given the opportunity to read, and fully understand R-73-05 (sent upon request), any amendments thereto, the festival Rules and Regulations (Fact Sheet), this Agreement, and any other applicable law or resolution that is in effect as of the date of *SummerFest*.

By participating in this City of Gaithersburg festival I agree that I, or anyone entitled to act on my behalf, together with the organization I represent (if any), hereby waive and release the City of Gaithersburg and the organizers of the festival, plus all event partners, sponsors and volunteers, and their representatives, successors and assigns, from all claims and liabilities of any kind arising out of my participation in the festival, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Participation in *SummerFest* by groups or organizations other than City of Gaithersburg officials, departments or committees does not constitute City of Gaithersburg endorsement.

By signing this application, I authorize my check (if applicable) to be processed and deposited upon receipt.

I understand that if I am not accepted into the festival, a full refund will be issued.

Signature _____ **Date** _____

ACCOMMODATIONS FOR THOSE WITH A DISABILITY

The City of Gaithersburg is committed to making reasonable accessibility accommodations as required by the Americans with Disabilities Act. **All requests must be made on this application or no later than June 16, 2017.** Your request for accommodations will in no way affect your acceptance status. Please indicate what accommodations are necessary: _____

Sponsor Information Form (Cont.)

Please send high resolution logo and a brief (75 words or fewer) description of your business, products or services for inclusion in the SummerFest mobile app to jenni.opel@gaithersburgmd.gov

☐

Please check box if you plan to have a booth space at the event.

If not checked, we will assume you will NOT be in attendance, and we will not assign you a space. We ask that you please also send an email confirming your request for a booth space to jenni.opel@gaithersburgmd.gov.

Credit card payments are strongly preferred, and will only be processed upon acceptance into the Festival. **If submitting application via e-mail, please do not fill in the credit card number.** Instead, **print and sign your name**, e-mail the application, and call **Jennie Cottrell at 240-805-1507** to provide credit card information. Applicants who are not accepted will receive a full refund. Credit card payments will be processed upon acceptance into the Festival.

Level of Sponsorship:

☐ Old Glory \$5,000

☐ Star Spangled \$2,000

☐ Firecracker \$500

☐ Lady Liberty \$3,000

☐ Uncle Sam \$1,000

☐ Other _____

Total Paid: _____

☐ CASH ☐ CHECK # _____

Make checks payable to **City of Gaithersburg**

☐ CREDIT: Circle one: VISA/MC/DISC/AMEX # _____ Exp. ____ / ____

Signature (required for Credit Card): _____

Print Name (required for Credit Card): _____

SEND COMPLETED APPLICATION, PAYMENT, AND ALL REQUIRED MATERIALS TO:

Jenni Opel
jenni.opel@gaithersburgmd.gov

or mail to:
SUMMERFEST Sponsor
506 S. Frederick Avenue
Gaithersburg, MD 20877

FOR OFFICE USE ONLY

SUMMERFEST SPONSOR LEVELS – 47569

- ☐ \$5,000
☐ \$3,000
☐ \$2,000
☐ \$1,000
☐ \$500

Date Rec: _____
Initials: _____
Date Proc: _____
Initials: _____
of Spaces: _____
Conf. Sent: _____
A/R Sent: _____



SummerFest

Sponsor Information and Regulations

Please Read Carefully and Keep for Your Reference (pages 5-7)

Interpretation of the following information and regulations is at the discretion of the City staff

EVENT DESCRIPTION

The City of Gaithersburg's **SummerFest** will draw an entire community to the grounds of Bohrer Park and the surrounding vicinity. This one-day event is scheduled for Saturday, July 1, and will include live entertainment, food, beer tastings, a car show, family fun activity areas for all ages and interests, and of course, fireworks. The festival is from 5:00 p.m. until 9:15 p.m., followed by fireworks. After the fireworks, our SummerGlo Party will light up the night until 11:30 p.m.

FESTIVAL REGULATIONS

- Vendors are required to arrive, set-up and breakdown at the times and locations designated in the vendor load-in documents, communicated via e-mail prior to the Festival. Vendors are required to notify Festival organizers in advance if they unexpectedly find they are unable to attend the event.
- No food items or drinks may be sold by any vendor except for Festival-approved food vendors pre-authorized by the Montgomery County Health Department.
- Unauthorized alcoholic beverages, pets (with the exception of service dogs), skateboards, roller blades, bicycles, weapons (real or facsimile), and smoking and/or vaping are prohibited on festival grounds.
- City staff members reserve the right to have vendors remove unacceptable or inappropriate items, and to relocate or remove any vendor who does not comply with the Festival regulations, is uncooperative with event staff, or is disruptive to the Festival. Disruption is defined as disturbing other vendors, interfering with event programming, behaving aggressively toward event attendees or staff, damaging property, or engaging in behavior that threatens the safety of others.
- City staff members reserve the right to deem ineligible for participation in future events any vendor who does not comply with the Festival regulations, is uncooperative with event staff, or is disruptive to the Festival.

APPLICATION & NOTIFICATION PROCESS

All required materials must be submitted in order for your application to be considered. You will receive an initial confirmation e-mail upon receipt of your application. After the deadline has passed, applications will be reviewed and sponsors will be selected and notified. ***Applicants providing a credit card number will only be charged upon acceptance into the festival. Applicants who have paid by check and are not accepted will receive a full refund.***

*Festival arrival information will be emailed approximately 2 weeks prior to the event.

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ARRIVAL / BREAK DOWN

Instructions, passes and directions will be e-mailed 2 weeks before the Festival. Only one vehicle per sponsor will receive a pass to enter the Festival area to unload. **Please contact Jennie Cottrell** if you will need additional passes. Sponsors must unload quickly, move vehicle to assigned parking, and then return to set up. We suggest that you bring someone to stay with your equipment and merchandise while you move your vehicle. Booths must be dismantled promptly at 9 p.m., and not before. Event staff members are not available to assist with your set-up or break-down.

SPONSOR SPACE

A sponsor space is 10'x10', unless otherwise noted. All sponsor levels are provided with a canopy, table and two chairs. Please review the sponsor category descriptions for details. All participants must provide and be responsible for their own tablecloth, displays, decorations, and staff. Sponsor equipment and materials must remain within assigned space, and may not obstruct the view of, block, or interfere with neighboring exhibits.

PARKING

Only one vehicle per sponsor will receive a pass to enter the Festival area. Not all parking will be within sight of booth locations. **Please contact Jennie Cottrell (jennie.cottrell@gaithersburgmd.gov)** if you need passes for any other vehicle to enter the Festival area for unloading. **Sponsor vehicles will not be allowed to re-enter the Festival area until the police have deemed it safe.**

TRASH / ELECTRICITY / WATER

No electricity or water is available. Sponsors are responsible for their own trash removal and wastewater disposal. Sponsors who do not adhere to this regulation will be subject to a fine. Use of a generator, if permitted in your area, must be approved by Festival staff in advance.

PHOTOS

Photographs submitted with application may be used to promote current and future Gaithersburg Festivals.

RAIN POLICY/CANCELLATION/REFUND

This is an outdoor event. If the City cancels the entire event due to public safety concerns, a refund will be given. Otherwise, there will be **no refunds after 6/16/2017**. Refunds are subject to specific guidelines and a processing fee.

CITY RESOLUTION # R-73-05

RESOLUTION OF THE MAYOR AND CITY COUNCIL AMENDING R- 30 -92, THE POLICY SETTING FORTH STANDARDS FOR EXHIBITORS, SPONSORS, ENTERTAINERS, AND SOLICITORS AT CITY- SPONSORED EVENTS

WHEREAS, the City of Gaithersburg sponsors a myriad of special programs, Festivals, and events throughout the year which are well attended by citizens of all ages;

and

WHEREAS, exhibitors, Sponsors, entertainers and solicitors are invited to participate in these community functions;

and

WHEREAS, these events are held on public property and /or within and along public ways necessitating the closing of streets and specific areas to ensure that all events will be carried out in a manner which protects the public health, safety and welfare of visitors thereto;

and

WHEREAS, the City of Gaithersburg established a standardized policy, as directed by Resolution No. R-30-92, for exhibitors, sponsors, entertainers and solicitors to participate on the premises of City-sponsored events;

and

WHEREAS, the standardized policy was established to ensure peaceful assembly, to protect persons and property, to exercise efficient control of crowds and to offer equitable and uniform treatment of exhibitors, sponsors, entertainers and solicitors;

and

WHEREAS, the Mayor and City Council have determined that it is in the best interest of the community that amendments to the policy be made from time to time in order to improve the quality of the City's special programs, Festivals and events: NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of Gaithersburg, that amendments be made to Resolution No. R- 30 -02, establishing a standardized policy for each exhibitor, sponsor, entertainer and solicitor, participating in a City-sponsored event be and they hereby are as follows:

1. The City will not permit any person or organization to solicit and /or distribute information or goods or offer food, goods or services for sale or entertain within any public right-of-way or public property associated with a City-sponsored event unless a completed application to participate in the specific event has been filed with the City of Gaithersburg and approved by the City Manager or his designee.
2. The City will accept applications prior to the application deadline and reserves the right to reject any application which is incomplete or where the applicant's proposed activity during the event will disrupt other exhibitors or the peaceful assembly of attendees or damage or injure persons or property, or interfere with the planned special events, or is rejected for failure to meet stated selection criteria.
3. The City reserves the right to establish and enforce written rules and regulations as to other criteria which City staff deems pertinent to carry out a special public event or exhibit, provided such rules, regulations and criteria are approved by the City Manager or his designee.
4. The City shall have the right to remove any exhibitor or exhibit or other participant from the event limits who does not comply with the aforementioned requirements or the terms set forth in the approved application.
5. If the City determines to remove an exhibitor or other participant from the event limits pursuant to its authority under paragraph 4 of this Resolution, notification will be made in person by a City staff member. If exhibitor or other participant disregards the staff member's request to leave the event, law enforcement will be contacted to remove the exhibitor or participant. It shall be unlawful for any person participating in a City event to fail to obey a law enforcement request to leave the event area. The area reserved for a City event will be clearly defined and available upon request at the time an exhibitor or participant is requested to leave the event.

ADOPTED by the City Council on the 1st day of August, 2005.

SIDNEY A. KATZ, MAYOR and President of the Council
DAVID B. HUMPTON, CITY MANAGER